



February 1, 2013

To: Executive Board

Subject: Foothill Transit Livery Redesign

Recommendation

Consider authorizing the Executive Director to move forward with refining and installing the approved bus livery redesign and amend the General Marketing Services contract with Pulsar Advertising for \$24,930.

Analysis

At the December meeting of the Foothill Transit Executive Board, the board authorized a review of Foothill Transit's bus livery for discussion at the Executive Board Retreat. Foothill Transit's bus livery- the external paint and decal scheme - has remained unchanged since the agency's founding in 1988 - a simplified striping with bright white base paint and centered logo. An advantageous opportunity to enhance the visibility and appeal of the livery presented itself with the upcoming purchase of 64 new buses, the launch of the 25th anniversary campaign, the update of the agency's overall branding and advances in decal and paint technology.

Budget Impact

Should the Board elect to proceed with this project, the cost of the second phase of the livery update will be \$24,930. The funds for this project are available as part of the overall bus procurement project. Additional materials and installation costs will be determined by the bus manufacturer based on the final design requirements. Installation cost estimates from other local agencies range from \$2,000 to \$4,000 per vehicle, depending on make, model and paint schemes.

Sincerely,

Felicia E. Friesema
Director of Marketing and Communications

Doran J. Barnes
Executive Director